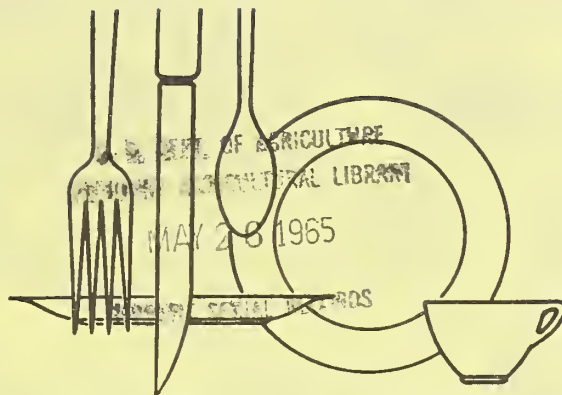


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FOOD PRE-VUE



A SUMMARY OF THE FOOD OUTLOOK DESIGNED TO GIVE ADVANCE INFORMATION TO FOOD EDITORS

U.S. Department of Agriculture
Agricultural Marketing Service

March 31, 1964
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MEATS.....A high level of cattle slaughter has been maintained so far this year, as marketings from feedlots have been large. Cattle slaughter and slaughter weights probably will run a little under last year's levels this spring. However, third quarter slaughter is expected to be little different from last year. Hog slaughter continued heavy this winter but is expected to decline progressively this spring due to the reduced number of pigs born late last year. Numbers of hogs and pigs on farms in the 10 Corn Belt States on March 1 totaled 39,561,000 head. That's a decrease of 5% from a year earlier and 4% from March 1, 1962. As for lambs, the crop is likely to be down 3 to 5% again because of the decline in sheep inventories. Last year's lamb crop--19.3 million head--showed a decline of nearly one million head from 1962.

POULTRY:

Broiler-Fryers...April-June marketings are expected to be about 4% larger than a year earlier.

Turkeys.....Turkeys available for slaughter over the next few months will exceed last year's figure for that same period. On March 1 cold storage holdings stood at 189 million pounds, some 12 million greater than storage a year ago.

Eggs.....Supplies are expected to be above year earlier levels in the April-June period.

DAIRY.....The first two months of the year found milk production slightly above that same period in 1963. Over the next several months output will increase seasonally, reaching a May-June peak.

FRUITS:

Citrus.....Slightly more than 40% of the orange crop and about 70% of the grapefruit had been picked by the first of March, which runs somewhat behind last year's figures for that same date. Estimates as of March 1 place the orange crop at 99.4 million boxes, down 5% from the previous season, and a fifth below the 1957-61 average. Grapefruit forecast is for 32.5 million boxes--7% less than a year earlier and 23% under average. Lemons, forecast at 16.8 million boxes, are 30% above a year earlier and slightly more than average.

Frozen Orange Concentrate.....A 2 million gallon increase brought March 1 warehouse stocks to 28 million gallons, as against 46 million a year earlier. March 1 supplies were the smallest for that date since 1955.

Apples.....Cooler supplies of fresh apples had declined to around 20 million bushels by March 1 --a decrease of almost 10 million bushels from a month earlier. A year earlier warehouse stocks were about 18 million bushels, just around average for the date.

Frozen Fruits....Cold storage holdings totaled 341 million pounds on March 1, down 85 million compared with a year ago. Average for the date is 406 million pounds.

Strawberries....Florida's winter crop, estimated at 17.5 million pounds, runs 5% larger than last year's record. First forecast of early spring berries is 22,645,000 pounds--almost twice the size of the 1963 crop, and 15% above average.

VEGETABLES:

Fresh.....Winter vegetable production shows a very slight increase over last year, but it's 8% above average. Florida's winter tomato crop is 4% larger than in 1963 and a record high. Early spring acreage intentions, though, are down 29% from average. The Nation's output of other winter vegetable crops showing increases over last year are cabbage and lettuce, but smaller production of carrots and celery is expected. Acreage for both early spring cabbage and lettuce runs smaller than a year ago. As for winter potatoes, latest estimates are unchanged from a month earlier at 4% less than last year's level. Early spring potato acreage is down a little from last year, but is about average.

Frozen.....Refrigerated holdings of vegetables on March 1 totaled 1 billion, 112 million pounds. While that's only 2% above last year it's 41% greater than average for that date.

The Plentiful Foods Program

The Agricultural Marketing Service of the U.S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

INDUSTRY-GOVERNMENT BEEF PROMOTIONContinuing

INDUSTRY-GOVERNMENT TURKEY PROMOTION ...April - May

MAY IS SALAD MONTH

JUNE IS DAIRY MONTH